

SYSTEM AND METHOD FOR PROVIDING A DIGITAL MEDIA SUPPLY CHAIN OPERATION SYSTEM AND SUITE OF APPLICATIONS

ABSTRACT OF THE DISCLOSURE

5 The present invention is directed to an intelligent media router (IMR) for processing media that has been either natively created as data or has been digitized from another source. The IMR comprises a plurality of modules or engines that are interconnected in a trusted manner. The IMR can be utilized by an end-to-end system having an encoder, a system server, and a plurality of end clients. In addition, an IMR
10 can be developed to be utilized with an integrated system to allow third party imaging systems and software to interface with the IMR. In addition, the IMR modules are designed to be able to communicate with other IMR modules in a trusted relationship. This trusted communication between the IMR modules shares digitized (data) media and routes, rights, and profiles within the IMR. The IMR looks at digitized (data) media
15 at the digital media object (DMO) level and can perform route functions on a set of, or all DMOs that are sourced to or within the IMR.

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